



BIKE SHARE

## February 1 - February 28 2019 Report Tempe



GRID Bike Share is Operated By:



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# System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	763	N/A
<b>Trips</b>		
Total Trips	5,626	2,758
Trips Per Day (average)	200	99
Utilization Rate (trips per bike per day)	.26	1.3
<b>Active Members</b>		
Total Membership	29,897	N/A
Monthly/Yearly Plans	781	N/A
Pay-As-You-Go & 7 Day Plan	28,701	N/A
<b>Revenue</b>		
Total Revenue	\$18,985.26	\$3,504.95
<b>Maintenance/Customer Service Activity</b>		
Total CS Cases Created	154	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

# Membership

New/Total Active Members (Full System)

**Table 2**

Membership Type	New Sign Ups	Total Active Members
Student	16	223
Monthly	22	225
Annual	1	148
Other	8	111
Pay As You Go	514	29,100
7 Day Pass	74	90
<b>TOTAL</b>	<b>635</b>	<b>29,897</b>

# Trips

Cumulative Trips Per Day of the Week  
February 2018 (Tempe Only)

**Table 3**

M	T	W	Th	F	Sa	Su
424	518	454	392	391	334	245

Trip Initiation Method (Tempe Only)

**Table 4**

Mobile	1,053
Keypad (manually entered)	4,237
Keypad RFID Card	300
Website	36

**Table 5**

	Feb (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	5,626	12,470	2,758	5,861
Total Miles Ridden	7,876	17,660	3,690	7,963
Avg Trip Distance	1.4	1.4	1.4	1.4
Avg Trip Time	18:11	38:36	17:10	18:38
Avg Weekday Trips	188	205	109	107
Avg Weekend Day Trips	206	212	72	79
Holds	271	561	N/A	N/A
Ended out of Hub	2,442	5,456	1,714	3,674
Ended out of System Area	47	97	27	51

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

## Trip Stats by Member Type (Full System)

**Table 6**

Member Type	Feb Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,740	31%	4,488	36%
7 Day Pass	224	4%	616	5%
Annual	294	5%	653	5%
Monthly	633	11%	1,393	11%
Student	2,554	45%	2,561	21%
Other	181	3%	2,759	22%
<b>TOTAL</b>	<b>5,626</b>		<b>12,470</b>	

## Trip Stats by Member Type (Tempe Only)

**Table 7**

Member Type	Feb Trips	%	Trips YTD	% YTD
Pay-as-you-go	606	22%	2,670	46%
7 Day Pass	96	3%	219	4%
Annual	30	1%	48	1%
Monthly	118	4%	337	6%
Student	1,900	69%	1,900	32%
Other	8	0%	687	12%
<b>TOTAL</b>	<b>2,758</b>		<b>5,861</b>	

Friday, February 1st was the highest day for regional ridership with a total of 261 trips taken. For trips originating in the Tempe service area, Friday, February 1st was also the top day for ridership with 127 trips taken.

# Station Performance

## Regional Station Performance

**Table 8**

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
P106: 1st St / Washington St (Sponsored by SRP)	323	M113 2nd St. and Morris (Mesa Center for Higher Education)	2
T27 McAllister Ave / Apache Blvd	251	ASU Orange St - S McAllister Mall (Virtual Hub)	1
T16 Apache Blvd / Rural Rd	233	M105 Robson / 1st St (i.d.e.a. Museum)	1
P120 Central Ave / Taylor St	225	P159 Sherman St / 3rd Ave.	1
T14 College Ave / University Dr	222	M125 Main St. and Hibbert	1
P129 5th St / Roosevelt St	190	M120 8th St. and Mesa Dr. (Porter Park)	0
T26 ASU Memorial Union	181	M123 1st Place and Date St.	0
P125 Pierce St / 1st Street	181	M122 462 N. Drew St. (Drew Community Park)	0
T21 Forest Ave/ Lemon St. (Gammage)	178	M119 5th St. and Hibbert (Escobedo Park)	0
P127 Central Ave / Roosevelt St	176	M121 2nd Ave. and Center	0

## Tempe Station Performance

Trips started and ended at each station in the Tempe service area

**Table 9**

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T27 McAllister Ave / Apache Blvd	25	71	180	251	1.44	0
T16 Apache Blvd / Rural Rd	15	76	157	233	0	0
T14 College Ave / University Dr	15	93	129	222	0.32	0.41
T26 ASU Memorial Union	25	64	117	181	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	68	110	178	0	0
T25 University Dr. / ASU Student Housing	23	54	114	168	0	0
T03 Rural Rd / Terrace Rd	11	50	101	151	0	0
T20 Tempe Center for the Arts	10	74	76	150	0	0
T04 Apache Blvd / Dorsey Ln	10	62	85	147	0	0
T17 Tempe Beach Park	25	76	70	146	0	0
T13 College Ave / Apache Blvd	15	53	70	123	0	0
T01 5th St / Forest Ave	20	31	59	90	0	0
T28 Rio Salado Pkwy / Mill Ave	10	42	46	88	0	5.1
T29 Tempe Town Lake Marina	9	43	38	81	0	0
T02 3rd St / Mill Ave	9	33	39	72	0	0
T11 University Dr / Mill Ave	20	27	43	70	0	0.04
T31 6th St / Mill Ave	15	21	45	66	0	0
T18 Neil Giuliano Park	15	31	29	60	0	2.9
T24 Westside Center	10	17	34	51	0	0
ASU Goldwater Ctr.- Tyler Mall (Virtual Hub)	6	15	31	46	57.94	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	6	13	28	41	51.41	0
T15 8th St / Dorsey Ln	10	11	25	36	0	0
T10 Washington St / Priest Dr	10	14	20	34	0	0
T12 Rural Rd / Southern Ave	10	16	18	34	0	0
T05 McClintock Dr / Apache Blvd	15	10	23	33	0	0

T30 Evelyn Hallman Park	8	13	15	28	0	0
T07 Smith-Martin / Apache Blvd	10	2	18	20	0	0
T09 Washington St / Center Pkwy	9	6	14	20	0	0
T19 Kiwanis Park	15	10	10	20	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	8	11	19	0	0
T08 Apache Blvd / Price Rd	10	6	11	17	0	0
T22 Baseline Rd / Priest Dr	10	7	9	16	0	0
T32 North Tempe Multigen Center	10	6	6	12	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	6	6	4	10	98.6	0
T23 Escalante Center	10	1	3	4	0	0
ASU Orange St - S McAllister Mall (Virtual Hub)	6	1	0	1	99.98	0

#### Out of Station Lock-Ups in Tempe

Of the 2,758 trips started in the Tempe system area in February, 1,714 were ended outside of a station. Some of the top out-of-station lock up areas were scattered across the ASU campus, Tempe Marketplace Shopping Center, Tempo Apartments complex, Marina Heights, State Farm Office Complex, and the Safeway Market complex located at South Rural Rd. and East Broadway Rd.

## Environmental Impact

**Table 10**

	Full System	YTD	Tempe Only	YTD
Calories Burned	315,031	711,619	147,603	318,531
Carbon Offset	6,931 lbs	15,656 lbs	3,247 lbs	7,007 lbs

\*Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.

\*Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO<sub>2</sub> per mile and an assumption that the trip was taken in lieu of driving a car the same distance.



# Maintenance & Rebalancing Operations

## System-Wide Operations Data

**Table 11**

	System Wide	Tempe
Average number of bikes in service each day	763	N/A
Bikes inspected in field	1,338	214
Bicycles repaired	89	14
Average bike repair time	30 min	30 min
Bikes lost or stolen this month	0	0
Graffiti Cleaned	15	3

There are currently 2 Tempe bikes MIA and 1 Tempe bike decommissioned

## Reported Repairs/Issues (Full System)

**Table 12**

	Type of Issue	February	YTD
1	Other	239	408
2	Seat	4	7
3	Shifting/Pedaling	9	19
4	Lock	33	85
5	Keypad	45	101
6	Brakes	3	5
7	Flat Tire	14	39
8	Lighting	7	12
9	Frame	0	1
	<b>Total</b>	<b>354</b>	<b>677</b>

Compared to the previous month there was a 1.6% decrease in repairs/issues reported by users via the bikes on-board keypad. In February, 6.29% of all trips resulted in a user submitted repair request.

# Customer Service Reporting

The top customer service contact category for the GRID system in February was Member Inquiries.

**Table 13**

Reason For Contact	February Created Cases (Full System)	YTD
Member Inquiries	44	85
Billing	20	46
Account Management	17	33
Bike Issue	17	49
Charges	16	32
General Education	20	40
Operations	9	30
Sign Up	5	9
Hub Request	1	5
Partnerships	5	13
New Program Request	0	0
Total CS Cases Created	<b>154</b>	<b>342</b>

Customer Service Responsiveness (Full System)

**Table 14**

Time of call/email request	
Avg time to answer	70 seconds
Avg duration of call	4 min

## Agreed Service Levels for Operations within the Tempe System Area

**Table 15**

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	83%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues may resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

## Financial Summary

In February, the average revenue for the full system was \$26 per bike and \$3 per trip.

**Table 16**

Revenue Category	Full System	% of Total	Tempe Only
Membership Fees	\$4,734.00	25%	N/A
Ride Fees	\$6,325.26	33%	\$2,848.95
Out of Hub Fees	\$400.00	2%	\$0.00
Out of System Area Fees	\$0.00	0%	\$864.00*
Rider Bonuses Given	-\$974.00	-5%	-\$208.00
Ad Revenue	\$8,500	45%	N/A
<b>TOTAL</b>	<b>\$18,985.26</b>		<b>\$3,504.95</b>

Data has not been audited and is only to be used as an approximation of Gross Revenue

\*Fees specific to the Tempe system are reported by SoBi as a combination of both out of hub and out system area fees. The Tempe fees include all fee balances accrued by users in the month regardless of whether the charge was actually executed that month.

# Marketing Summary

## Social Media

Table 17

Social Media Outlet	Impressions
Facebook	2,745
Twitter	2,733
Instagram	9.2K

## Events

Table 18

Event Name	City	Date
AZ Capitol Farmers Market	Phoenix	2/7
AZ Capitol Farmers Market	Phoenix	2/14
AZ Capitol Farmers Market	Phoenix	2/21
Happy Hour at the Hub - Memorial Union	Tempe / ASU	2/24

# Weather

**Table 19** (Source: [www.wunderground.com](http://www.wunderground.com))

Feb	Full Sys.	high	low	avg	Precip. sum
1	127	75	54	65	0
2	89	73	56	65	0
3	52	67	56	62	0.31
4	101	66	55	61	0
5	154	67	50	59	0.01
6	113	56	42	49	0.07
7	117	57	36	47	0
8	111	67	38	53	0
9	78	59	44	52	0
10	65	66	38	52	0
11	101	59	43	51	0
12	148	69	38	54	0
13	115	67	49	58	0
14	112	61	56	59	0.07
15	105	67	52	60	0
16	93	63	49	56	0
17	60	60	41	51	0
18	106	55	43	49	0.04
19	114	57	36	47	0
20	114	58	34	46	0
21	52	54	40	47	1.01
22	48	47	38	43	0.28
23	74	55	36	46	0
24	68	64	37	51	0
25	116	67	41	54	0
26	102	72	43	58	0
27	112	76	54	65	0
28	111	77	51	64	0